



WKMG

ORDER

Print Date 09/25/12

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Flight Dates 09/26/12-10/02/12

Contract / Revision 260229 /

Original Date / Revision 09/25/12 09/25/12

Advertiser Pol/Mitt Romney/R/ Presider

Agency American Rambler Producti

Buying Contact

138 Conant Street
Beverly, MA 01915

Product

ROMNEY FOR PRESIDENT

Agency Com 15%

Billing Contact

138 Conant Street
Beverly, MA 01915

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # 06340311

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Republican

Priority P-2

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 91625

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	74	\$50,086.25	\$58,925.00	0.00	08/27/12	09/30/12	74	\$50,086.25	\$58,925.00
October 2012	40	\$27,795.00	\$32,700.00	0.00	10/01/12	10/02/12	40	\$27,795.00	\$32,700.00
Totals	114	\$77,881.25	\$91,625.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WKMG	10/01/12	10/02/12	Morn News at 6a Morn News at 6a	CM	6-7a	MT-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----					2	\$600.00		0.00			
2	WKMG	09/26/12	09/28/12	Morn News at 6a Morn News at 6a	CM	6-7a	--WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--					3	\$500.00		0.00			
3	WKMG	10/01/12	10/02/12	CBS This Morning The Early Show	CM	7-9a	MT-----	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----					4	\$450.00		0.00			
4	WKMG	09/26/12	09/28/12	CBS This Morning The Early Show	CM	7-9a	--WTF--	:30	6	\$350.00	P-2	0.00	NM	6	\$2,100.00



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Flight Dates 09/26/12-10/02/12

Hiatus Dates

Original Date / Revision 09/25/12/ 09/25/12

Order Sep 00:15:00

Advertiser Pol/Mitt Romney/R/ Preside Product ROMNEY FOR PRESIDENT Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
4	WKMG	09/26/12	09/28/12	CBS This Morning The Early Show	CM	7-9a	--WTF--	:30	6	\$350.00	P-2	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--					6	\$350.00		0.00			
5	WKMG	09/26/12	09/28/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	--WTF--	:30	3	\$225.00	P-2	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--					3	\$225.00		0.00			
6	WKMG	10/01/12	10/02/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	MT-----	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----					2	\$300.00		0.00			
7	WKMG	09/26/12	09/28/12	11-12p Price Is Right Price Is Right	CM	11a-12p	--WTF--	:30	3	\$550.00	P-2	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--					3	\$550.00		0.00			
8	WKMG	10/01/12	10/02/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MT-----	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----					2	\$850.00		0.00			
9	WKMG	09/26/12	09/28/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	--WTF--	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--					3	\$400.00		0.00			
10	WKMG	09/26/12	09/28/12	1230-2p CBS Soaps Soaps	CM	12:30-2p (12:30 PM-1:30 PM)	--WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--					3	\$500.00		0.00			
11	WKMG	10/01/12	10/02/12	1230-2p CBS Soaps Soaps	CM	12:30-2p (12:30 PM-1:30 PM)	MT-----	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----					2	\$850.00		0.00			
12	WKMG	09/26/12	09/28/12	2-3p The Talk The Talk	CM	2-3p	--WTF--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--					3	\$300.00		0.00			
13	WKMG	10/01/12	10/02/12	2-3p The Talk The Talk	CM	2-3p	MT-----	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----					2	\$400.00		0.00			
14	WKMG	10/01/12	10/02/12	3-4p Doctors The Doctors	CM	3-4p	MT-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----					2	\$350.00		0.00			
15	WKMG	09/26/12	09/28/12	3-4p Doctors The Doctors	CM	3-4p	--WTF--	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--					3	\$250.00		0.00			
16	WKMG	10/01/12	10/02/12	4-430p Extra Extra	CM	4-430p	MT-----	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----					2	\$450.00		0.00			



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Flight Dates 09/26/12-10/02/12

Hiatus Dates

Original Date / Revision 09/25/12/ 09/25/12

Order Sep 00:15:00

Advertiser Pol/Mitt Romney/R/ Preside Product ROMNEY FOR PRESIDENT Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
16	WKMG	10/01/12	10/02/12	4-430p Extra Extra	CM	4-430p	MT-----	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----					2	\$450.00		0.00			
17	WKMG	09/26/12	09/28/12	4-430p Extra Extra	CM	4-430p	--WTF--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--					3	\$300.00		0.00			
18	WKMG	09/26/12	09/28/12	430-5p Inside Edition Inside Edition	CM	430-5P	--WTF--	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--					3	\$400.00		0.00			
19	WKMG	10/01/12	10/02/12	430-5p Inside Edition Inside Edition	CM	430-5P	MT-----	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----					2	\$550.00		0.00			
20	WKMG	10/01/12	10/02/12	News at 5p News at 5p	CM	5-530p	MT-----	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----					4	\$750.00		0.00			
21	WKMG	09/26/12	09/28/12	News at 5p News at 5p	CM	5-530p	--WTF--	:30	6	\$500.00	P-2	0.00	NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--					6	\$500.00		0.00			
22	WKMG	09/26/12	09/28/12	News at 6p News at 6p	CM	6-630p	--WTF--	:30	6	\$600.00	P-2	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--					6	\$600.00		0.00			
23	WKMG	10/01/12	10/02/12	News at 6p News at 6p	CM	6-630p	MT-----	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----					4	\$1,000.00		0.00			
24	WKMG	09/26/12	09/28/12	News at 7p News at 7p	CM	7-7:30p	--WTF--	:30	6	\$800.00	P-2	0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--					6	\$800.00		0.00			
25	WKMG	10/01/12	10/02/12	News at 7p News at 7p	CM	7-7:30p	MT-----	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----					4	\$1,200.00		0.00			
26	WKMG	10/01/12	10/02/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	MT-----	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----					2	\$1,200.00		0.00			
27	WKMG	09/26/12	09/28/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	--WTF--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--					3	\$1,200.00		0.00			
28	WKMG	09/26/12	09/28/12	M-F 11p News M-F 11p News	CM	11-1135p	--WTF--	:30	6	\$1,500.00	P-2	0.00	NM	6	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

